REMARKS/AGRUMENTS

In response to the above identified Office Action, Applicant has amended the application and respectfully request reconsideration thereof.

Amendment of Claims

Claims 1, 8, 11, 18 and 30 have been amended to further clarify that an analysis performed in real-time generates a recommendation. The word "recommendation" has been substituted for the word "result" to clarify this aspect. Support for this amendment may be found in the description at page 13, lines 17-18.

Response to Claim Rejections – 35 USC § 102

Claims 1, 3-6, 8-15, 17-23 and 25-30 stand rejected under 35 U.S.C. § 102(e) as being allegedly anticipated by U.S. Patent No. 6,501,832 (hereinafter Saylor).

Applicant respectfully submits that claims 1, 3-6, 8-15, 17-23 and 25-30 should not be rejected under 35 U.S.C. § 102(e) for the reason that Saylor does not disclose each and every limitation of the claim 1, as amended, of the present application.

To anticipate a claim, the reference must teach every element of the claim.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference."

Claim 1, as amended, includes the following limitation:

the analysis engine to perform an analysis in real-time to generate a
recommendation

The Office Action, in rejecting claim 1, contends that the above limitation is

anticipated by the following disclosure in Saylor:

VNAP database 18 may comprise any database capable of storing text, sound
files or other content and may reside... VNAP database 18 may store content
provider/source information to be able to track who is responsible for which
VPages. That information may include name, address, contact information,
listings of all VPages and Vbooks provided, VCodes corresponding thereto,
account information for that provider and other such information. .... VPage
server systems 22 may comprise systems for retrieving one or more pages of
content based on the VCodes or other input entered by the user. VCode
registration system 24 may comprise a system for assigning VCodes to VPages.

Sayer, Col. 14, lines 23-45.

The above quote from Sayer describes a VNAP database and a VPage server

system. The VNAP database may store content in a VPage and content provider/source

information. The VPage server system may be utilized to retrieve a VPpage of content.

The VPpage of content is retrieved based on a VCode or some other input that is

entered by the user

Claim 1 requires an analysis engine that performs an analysis in real-time to

generate a recommendation. For example, in one embodiment the analysis engine may

receive a client request, in addition to other user request data, to purchase a sports car

thereby triggering the analysis engine to perform an analysis in real time (Application,

page 15). Continuing with the example, the analysis engine performs an analysis based

on the user request data, "data" provided by a data collection point, and "user data"

provided by a user profile server and completes the analysis by generating a

recommendation (Id.). In contrast, the above quote from Saylor does not describe an

analysis engine that performs an analysis in real-time; rather, the above quote from

Saylor describes a VPage server system that utilizes a VCode that is entered by a user to

retrieve a VPage from a VNAP database. Clearly an analysis is not required to retrieve

the VPage; much less, an analysis performed in real-time. Moreover, the VPage System

cannot be said to "recommend" because the VPage System simply retrieves the VPage

in accordance with the VCode, the association between the content in the VPage and the

VCode determined by a content provider (Sayer, Col. 37, lines 4-6) and not the VPage

System. Saylor therefore cannot be said to anticipate the above quoted limitation

because Saylor describes a VPage server system that utilizes a VCode to retrieve content

for a VPage from a VNAP database as determined by a content provider and claim 1

requires an analysis engine that performs an analysis in real-time to generate a

recommendation.

In summary, Saylor does not disclose each and every limitation of claim 1, as

required to support a rejection of this claim under 35 U.S.C. § 102(e).

Independent claims 11, 18, and 30 each include a limitation corresponding substantially to the above-discussed limitation of claim 1. Accordingly, Applicant requests that the above remarks and amendments contained herein also be considered when examining these other independent claims for allow ability.
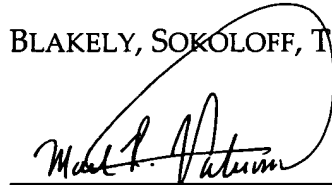
As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 3-6, 8-10, 12-17, and 19-25 under 35 U.S.C. § 102(e) is also addressed by the above remarks, and the amendments contained herein.

If there are any additional charges, please charge Deposit Account No. 02-2666. If a telephone interview would in any way expedite the prosecution of the present application, the Examiner is invited to contact Mark Vatuone at (408) 947-8200.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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Mark R. Vatuone
Reg. No. 53,719

12400 Wilshire Blvd.
Seventh Floor
Los Angeles, CA 90025-1026
(408) 947-8200